

**MEMORANDUM**  
**EXTENSION SERVICE**

*Please file  
in press  
book - both  
memo & release  
HJ*

ADDRESS REPLY TO  
CHIEF, DIVISION OF EXHIBITS

**September 23, 1939.**

**MEMORANDUM FOR MR. LEONARD A. SCHLUP**  
**Chief, Visual Instruction and Editorial Section**  
**Extension Service.**

**Dear Mr. Schlup:**

Enclosed is copy for a news story in connection with an exhibit sponsored jointly by Agriculture and Interior at the State Fair of Texas, Dallas, October 7-22, 1939.

This story has been read to Mr. Howard Zahnizer of the Bureau of Biological Survey, now part of the Interior Department, and approved by him on behalf of his bureau. Mr. Zahnizer, as well as this office, would like to see this story given a Department Press Service release if that is feasible. Mr. Zahnizer suggests that his bureau would appreciate copies being sent also to the Biological Survey lists, which are on file with the Press Service, in order that it may reach sports magazines, outdoor life publications, et cetera, as well as field personnel of the bureau. Mr. Zahnizer joins in endorsement of the story going also to the agricultural editor of the Texas State Extension Service, and through him to the weekly papers of the appropriate area.

In event of a Department release, 25 copies should be sent to Mr. Roy Roper, Secretary, State Fair of Texas, Dallas, for use of his publicity department, and the usual 6 copies should come to this office for files and so forth.

**Sincerely,**

**Joseph W. Hiscox,**  
**Chief, Agricultural Exhibits**

*Geo. H. Cook*  
By \_\_\_\_\_

**Enclosures**

(This copy for information  
of Mr. Howard Zahnizer, BBS.)

**CONSERVATION IS THE THEME OF A FEDERAL  
EXHIBIT AT TEXAS STATE FAIR**

Preservation of national resources as they are represented by farm, forest, and wildlife, is the keynote of a Federal exhibit sponsored by the Agriculture and Interior Departments at the State Fair of Texas, Dallas, October 7-22, 1939, according to the Exhibition Section of the Agricultural Extension Service in Washington, which is in direct charge.

Dioramas, mechanical models, changing lights, and other modern exhibition devices are utilized in an aisle frontage of more than 100 feet to make a vivid presentation of the problems of conservation. A display of Government publications in a specially arranged setting supplements the information in the exhibits which, with Government representatives in attendance, will aid visitors in finding solutions for their specific farm and home problems.

Prominent in the display is a mechanical cow which shows how she is equipped by nature to use good roughage in her milk making processes, and how milk from this source is economically produced, is high in nutritive value, and is a strong source of vitamin A. The exhibit points out how good pastures because they conserve the soil and also contribute to the economic production of milk are of great value to the dairyman.

How forests under carefully planned management will provide timber, fuel, forage, and recreation, and will conserve water supplies for domestic, power, and irrigation uses, is emphasized by one section. Another section, on control of soil erosion, portrays the enormous waste by both wind and

water which occurs where land is deprived of vegetative cover. The exhibit also points out how, with 75 percent of the Nation's farm land sloping, wise utilization calls for all forms of erosion control -- strip cropping, contour cultivation, terracing, crop rotation, forestation, and pasture.

The portion on "Wildlife Conservation" stresses that the works of man are crowding wildlife from its natural habitats, and unless adequate feeding and breeding areas are maintained, wildlife will disappear. For this reason, refuges are maintained in various parts of the country. A diorama in the exhibit illustrates as an example such a refuge for elks. Other parts of the display discuss the improvements and advances that have been made and are being made in conservation methods.